

LEO BURNETT COMPANY, Inc.

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3 unique flavors

different, distinctive and not duplicated



all new from Clark

(They're TREEmendous)



New Flavors—New Packaging—New Advertising.
First test-proved then sales-proved in New England
markets. Results . . . a smashing Success.

Heavy TV Schedule—Jackie Gleason, Red Skelton,
Walter Cronkite and many other top-rated CBS-TV
programs. Plus major Spot TV Support to add extra impact.

From production control to taste-testing, these three
bright new Clark Gum flavors meet the highest
standards of Philip Morris quality.



Clark Gum . . . a quality product from Philip Morris Inc.



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